

Regarding FCC Proposed Re-Regulation Of Local Content:

Please consider the following information from WISH-TV in Indianapolis, Indiana regarding our position that further regulation of local programming is not needed. We base this position on the substantial amount of local programming that we currently provide.

NEWS:

WISH continues to invest heavily in local news. Some 80 Employees and a multi million dollar budget are indicative of the commitment to covering local news in an aggressive, responsible, accurate and fair way.

WISH airs a 3 hour morning news 7 days a week. We grew to 7 days a week by replacing our Sunday morning programming, formerly considered public affairs programming, with News and Information. This change allowed us to better target and serve our viewing public with relevant programming. We air a 30 minutes noon news 5 days a week. We air 90 minutes of news Monday through Friday at 5 PM. We air an hour of news at 6 PM Saturday and Sunday. We air a 30 minute news at 11 PM seven days a week.

We urge viewers to visit our web site for greater documentation, links and further information on many stories. In addition we continually update news stories on our web sight. We also service more than 200 area weather schools in the local community to help educate students, teachers and parents about weather.

We do not regularly include editorials in our news.

COMMUNITY AFFAIRS:

WISH-TV's Public Affairs Department is on the air, twice a day, seven days a week with local community calendars and community interest updates. The calendars are :60 in length and the updates are :10 in length. Both air during daily newscasts.

In addition to our on-air community calendars, we offer a website community calendar where viewers can visit our website, get information on activities and events taking place in Central Indiana, and post their own events of community interest, any time, as often as they like, free of charge.

Community Affairs is also involved in and fully supports more than 50 community-based partnerships a year including the March Of Dimes WalkAmerica, which raises hundreds of thousands of dollars a year to prevent premature births.

Our news anchors serve as honorary chairs for the event and many station employees have responded to our encouragement to participate.

Other WISH-TV partnerships of note include the Julian Center for battered and abused women; Earth Day Indiana where over 17,000 people receive education and information about keeping the planet healthy. Our chief meteorologist and science editor chairs this event and provides a number of on-air pieces leading up to the one day celebration; the Indianapolis Urban League's Equal Opportunity Day which raised nearly \$100,000 for local employment programs and education; The Race Against Prostate Cancer which raised \$100,000 for local prostate cancer screenings and education. Our primary Sports Anchor was honorary chair and MC for the event; The Black & Minority Health Fair at Indiana Black Expo's Summer Celebration. This event provides free health screenings valued at over \$1000 each for Black, Minority and underserved members of the local community. More than 100 thousand people receive these free screenings every year. WISH-TV has partnered with the Indiana State Department of Health to provide this annual

summer program for more than 13 years;The Prelude Awards at the Children's Museum of Indianapolis which rewards area high school students with college scholarships for excellence in the arts. Our Station Manager sits on the Board for the Children's Museum and our President and General Manager is a past board member as well, in addition to serving on the Greater Indianapolis Progress Committee, United Way Marketing Advisory Board, and Chairman of the Indianapolis 500 Festival. In addition, all of our Department Heads are encouraged and do indeed hold board positions with non-profit organizations that serve the community.;The Circle City Classic Parade during which we provide two hours of live television coverage for this interactive, entertaining look at the culture and traditions surrounding football at Historically Black Colleges and Universities. The Classic Parade, while entertaining, is a huge fundraiser for college scholarships for area students. In addition to live coverage, WISH-TV provides on-air talent and partners with a local radio station for other talent; The WISH-TREE/ANGEL TREE project is a fundraiser our station participates in at Christmas. The campaign is in partnership with the Salvation Army and raises toys and money for hundreds of needy families at Christmas. Our primary anchors, reporters, managers, station staff members and employee family members all pitch in through-out the month of December to collect toys and money for the charity drive.

Each quarter, WISH-TV makes an effort to invite local community leaders to an informal breakfast meeting. During these meetings, discussions are held as to how Community Leaders and Station Management can work together to better serve the communities we share.

PROGRAMMING:

WISH-TV broadcasts 48 Newscasts plus 3 Sports-news programs per week. This comprises a little over 20% of our broadcast day.

During the past two years WISH-TV has provided important local programming for the Indianapolis market. Outlined below are some of the most significant:

THE WAIT - One hour program examining the organ-donor process in Indiana
DISASTER TO DISCOVERY - ½-hour special exploring Indiana's severe weather and the safety steps that can be taken.

500 FESTIVAL PARADE - Annual two hour even coverage of the largest parade in the Midwest.

INDY 500 VICTORY CELEBRATION - Annual two hour event coverage of the awards presentations from the Indianapolis 500 Motor Speedway.

THE WFMS/WISH-TV SKYCONCERT - One-hour coverage of Indianapolis' largest free fireworks celebration.

WISH-TV 50th ANNIVERSARY SPECIAL - A look back at our broadcasting heritage and a look to the future of digital television.

NCAA TOWN HALL MEETING - Live one-hour broadcast on the topic "Is It Still Just A Game?" The broadcast included NCAA officials, coaches, and audience participation.

CIRCLE CITY CLASSIC PARADE - Annual event coverage of the midwest's most widely recognized minority-based celebrations. It features local high-school bands as well as regional and national bands from predominantly black universities.

Thank you for your consideration.

Scott Blumenthal
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